

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 EB-07 /020 W

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P R 161445Z JUN 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4922

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2915

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: INDUSTRIAL PROCESS CONTROL
EXHIBITION

1. NAME OF EXHIBITION: INDUSTRIAL PROCESS CONTROL EXHIBITION.
2. PLACE AND DATES: U.S. TRADE CENTER FOR SCANDINAVIA,
STOCKHOLM, JUNE 9-13, 1975
3. NUMBER OF EXHIBITORS: 20 (16 NTM; 4 OTM) (PARTICIPANTS 15)
4. IMMEDIATE SALES: \$29,700
TWELVE MONTH PROJECTED SALES: \$2,649,900
TOTAL BUSINESS: \$2,679,600
(LEADS 136)
5. SALES AND PROJECTIONS BY CATEGORY:
 - A) NTM SALES: \$2,700
NTM 12 MONTH PROJECTED SALES: \$2,449,900
 - B) OTM SALES: \$27,000
OTM 12 MONTH PROJECTED SALES: \$200,000
6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 6
7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED DURING
EXHIBITION: 2
8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION
AT CLOSE OF SHOW AND EXPECTED WITHIN 12 MONTHS: 12
(LEADS 44)

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9. REGISTERED VISITORS AT THE EXHIBITION: 316

10. SIGNIFICANT EXHIBITOR COMMENT INCLUDED THE FOLLOWING:

A) W. GODDARD OF MARK CONTROLS (NTM WHO SHOWED SPECIALIZED VALVES EXPECTS TO SIGN THREE AGENTS AFTER THE SHOW AND PROJECTS SALES AT \$470,000 IN NEXT YEAR) NOTED "QUALITY OF PEOPLE ATTENDING WAS GOOD." GODDARD LATER NOTED HIS PREFERENCE THAT THE "DURATION OF SIMILAR SHOW... 3 DAYS." (CLEARED FOR PUBLICATION).

B) MR. DANIEL MILLER, V.P., OF THE IMPERIAL CORP. (NTM) WHO SHOWED CIRCUIT BREAKERS, HIGH VOLTAGE EQUIPMENT, MOTOR STARTERS AND FITTINGS NOTED "STAFF OF THE CENTER IS TO BE COMPLIMENTED...ON THEIR ASSISTANCE TO EXHIBITORS. THE EXHIBIT COULD HAVE BEEN MORE EFFECTIVE IF IT LASTED ONLY THREE DAYS." MILLER PROJECTS FIRST YEAR BUSINESS AT \$1,000,000 AND EXPECTS TO SIGN AN AGENT IN NEXT SEVERAL WEEKS. (CLEARED FOR PUBLICATION).

C) MR. HERBERT FISHMAN, MAMILLON STANDARD DIVISION OF UNITED TECHNOLOGIES CORP., (OTM) WHO PROJECTS \$10,000 IN BUSINESS OVER NEXT YEAR EXPECTS TO SIGN 2 AGENTS AFTER THE CLOSE OF THE SHOW COMMENTED: "TRADE CENTER PERSONNEL EXTREMELY COOPERATIVE." (CLEARED).

11. STC COMMENT: EXHIBITORS-COMMENTS RE TIMING AND DURATION OF SHOW ARE BEING FORWARDED VIA FINAL REPORT. IN SUBSTANCE THEY RECOMMEND 3 DAY SHOWS AND NOT SCHEDULING EXHIBITORS AT STC IN JUNE TIME PERIOD. STC CONCURS THIS RECOMMENDATION FOR EVENTS SCHEDULING THIS TRADE CENTER FOR FY 76 AND FY 77.
STRAUSZ-HUPE

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